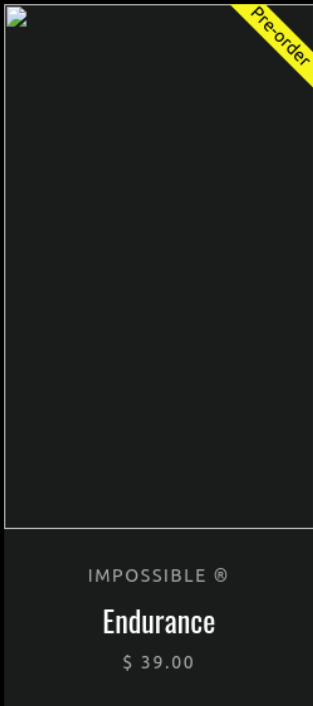


Exhibit L



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\$ 39.00



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Sleep Gummies

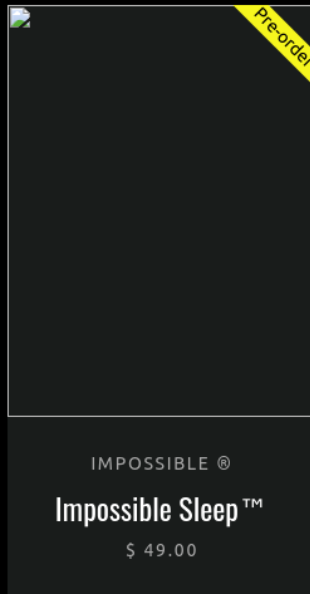
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Impossible Whey

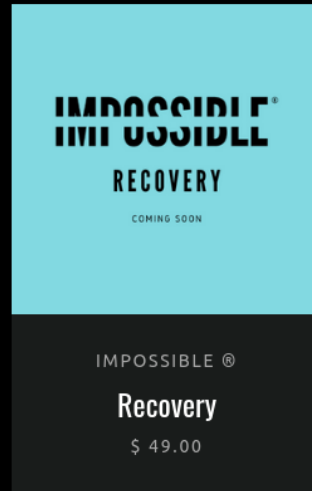
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Impossible Sleep™

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RECOVERY

COMING SOON

IMPOSSIBLE ®

Recovery

\$ 49.00

IMPOSSIBLE Nutrition ® by IMPOSSIBLE ®

IMPOSSIBLE® designs nutritional supplement formulas designed to help you push your limits, and do something impossible. Whether that's something [on your impossible list](#) or something you haven't dreamed up yet - Impossible Nutrition has a formula to help you endure, focus, and recover. In tandem with our [training programs at IMPOSSIBLE Fitness ®](#), you'll be ready for whatever adventure is up next.

Like many small businesses, due to COVID, we began to reformulate our products and are looking forward to launching our new formulas in Summer 2021. Stay tuned.

Sign up to get early access notification when we're back.



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About Joel Runyon



Joel Runyon is the founder of IMPOSSIBLE. Building off his impossible list, IMPOSSIBLE has grown into a blog, a fitness training site, a philanthropy initiative, along with Impossible.co - an e-commerce branch focused on performance apparel and supplements.

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Impossible Sleep™

Impossible Sleep™ is the sleep drink and recovery drink of choice for elite athletes and high performance humans. Designed to help you fall asleep quickly by turning off your racing mind and recover deeply through essential minerals and deep sleep - Impossible Sleep™ is the natural recovery drink that's going to be a staple in your nightly routine.

How to Use

Use one scoop every night - 15-30 minutes before you go to sleep. Mix in cold water or heat some up for a warm bed-time drink to help ease you into the best sleep of your life.

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you go to sleep. Mix in cold water or heat some up for a warm bed-time drink to help ease you into the best sleep of your life.

The Ingredients

- 200mg Magnesium
- 100mg L-theanine
- Sweetened with stevia and natural flavors

How It Works

Magnesium

Magnesium is an essential mineral and electrolyte that your body needs. It serves to help recovery and improve sleep. It’s also been shown to improve muscle oxygenation and aerobic exercise. If you’re an active athlete - recovering with magnesium allows you to replenish much of what you lose while sweating.

In short? Magnesium is awesome.

L-Theanine

L-theanine has a notable relaxation effect. Combined with improved sleep quality and lowering anxiety - our formula has the perfect amount to “turn off your brain” and wind down for the best sleep of your life.

Why We Made This

I created this because I’m terrible at sleep. They say you’re supposed to use your struggles to help others. So #boom - here we are.

I had two problems with sleep. One. Two, when I would wake up - I would feel beat the hell up. I push my body in extreme ways - from running across every continent on earth to doing a 30 minute retcon that leaves you on the floor to running all night on the longest day of the year. I push hard, and would wake up trashed - even if got sleep - I wouldn’t wake up recovered.

And...I tried it all...

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And...I tried it all...

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Some recovery supplements would work from a performance angle - but would do nothing to help me wind down at night - and I'd lay there with my mind racing for hours.

Other melatonin-heavy supplements would be hit & miss and mess with my hormone productions - something I didn't want any part of.

So we settled on a simple, straightforward formula focused on replenishing what your body needs while staying far away from supplements that have unwanted side-effects.

What's Not Inside

Sugar - Spikes your blood sugar, keeps you wired and secretly in other formulas.

Melatonin - A hormone - not a mineral - and found in supra-physiological doses. Can interfere with your body's natural production. More on this here in: Why Melatonin is Bad For You (coming soon).

Valerian Root - Acts like a sedative, creates wild dreams, and about as effective as a placebo.

5-HTP - Helpful for stress relief, but not for sleep. Can have dangerous interactions with medications.

Order Impossible Sleep™

You sleep every day. For the best sleep of your life - use Impossible Sleep™ every night before bedtime. Because we use all natural ingredients - you don't have to worry about building a dependency other than waking up feeling amazing every day. We guarantee that you'll notice a difference or your money back.

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Work hard. Sleep Harder.

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Based on 52 Reviews

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★★☆☆☆ (4)

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United States

05/27/2024

★★★★★ Sleep Consistently Works!!

I added this to my nighttime routine about a year ago and have seen great results. Sleep does what it claims by helping me wind down to fall asleep and stay asleep between sleep

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- Apple Cinnamon

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VH

Valery H. Verified Buyer

Canada

01/16/2024

★★★★★

Great stuff

I have tried several magnesium supplements and this one is by far the best. The taste is great and my sleeps have become very restful and deep.

- Strawberry

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Denise

United States

01/14/2024

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Eurs feel rested

I spelt a first full night in over 35 years! I've taken every prescription medication and they never gave me a solid night's sleep like this wonderful, delicious drink. Cinnamon apple flavor has a nice aroma and gives you that cozy loved all-over feeling.

Survivor @ impossible sleep - Review

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Jeff

Verified by shop

United States

12/08/2023

★★★★★

I fall asleep so easy and feel rested when I wake up.

- Strawberry

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CN

Corey N. Verified Buyer

United States

09/22/2023

★★★★★

I SLEEP

Best sleep I ever had.

Its hard to decrbe but its not like Zzzquill or melotonin where it feels like you are being lulled to sleep but rather you feel relaxed and calm. And I actually STAY asleep unlike other sleep aids.

- Apple Cinnamon

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Verified Buyer

 United States

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- Apple Cinnamon

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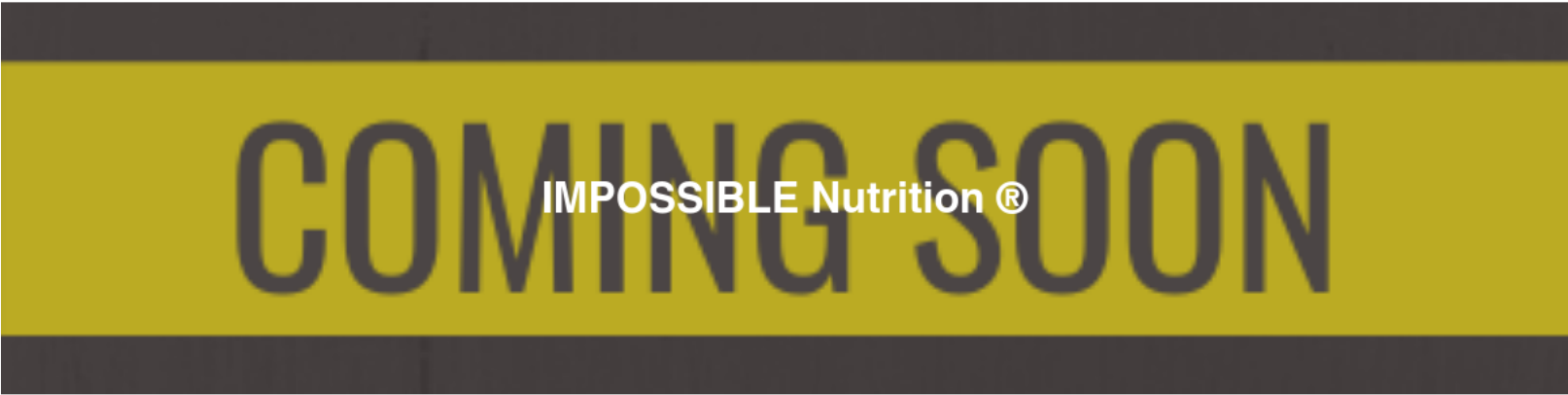
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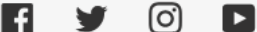
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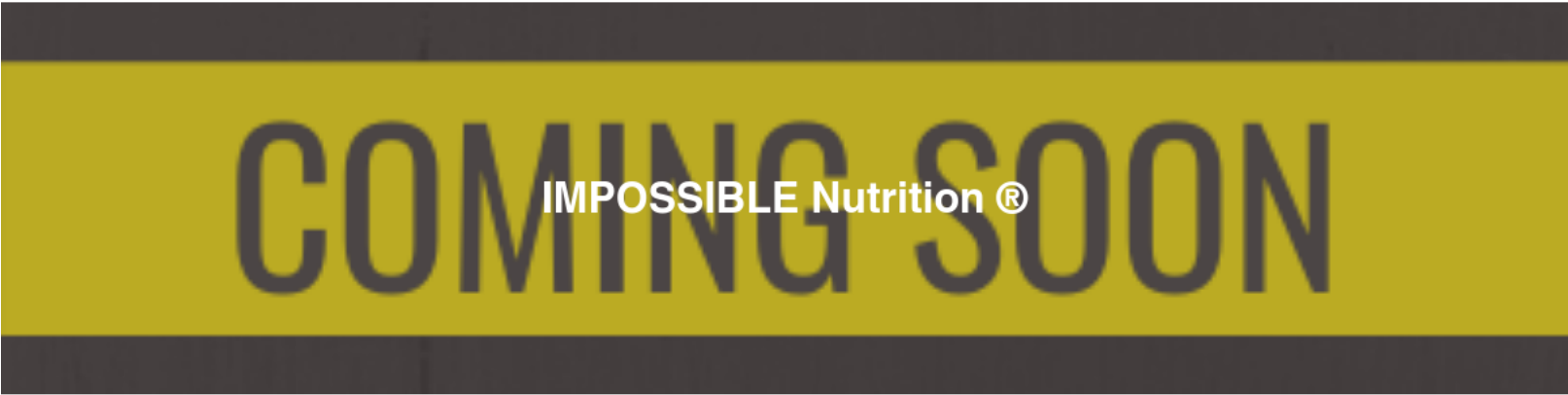
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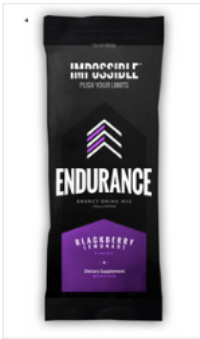
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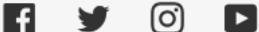
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Flavor

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HOW TO USE

Use one scoop every night - 15-30 minutes before you go to sleep. Mix water or heat some up for a warm bed-time drink to help ease you into t sleep of your life.

THE INGREDIENTS

- 350mg Magnesium
- 150mg L-theanine
- Sweetened with stevia and natural flavors

How It Works

Magnesium

IMPOSSIBLE[®]

Sleep Drink

Magnesium

Magnesium is an essential mineral and electrolyte that serves to help recovery and improve sleep. It's also been shown to increase muscle oxygenation and aerobic exercise. If you're already recovering with magnesium allows you to replenish muscle while sweating.

In short? Magnesium is awesome.

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L-theanine has a notable relaxation effect. Combined with quality and lowering anxiety - our formula has the perfect balance for your brain" and wind down for the best sleep of your life.

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And...I tried it all...

Some sleep supplements would leave me with wild dreams or a puddle of my own sweat (gross) or sleeping way too long because of the ingredients they included.

Some recovery supplements would work from a performance standpoint but do nothing to help me wind down at night - and I'd lay in bed for hours.

Other melatonin-heavy supplements would be hit & miss with hormone productions - something I didn't want any part of.

So we settled on a simple, straightforward formula for what your body needs while staying far away from unwanted side-effects.

What's Not Inside

Sugar - Spikes your blood sugar, keeps you wired and anxious. Not in our formulas.

Melatonin - A hormone - not a mineral - and found in very low doses. Can interfere with your body's natural production of melatonin. Why Melatonin is Bad For You (coming soon).

Valerian Root - Acts like a sedative. creates wild dreams. and about as

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Valerian Root - Acts like a sedative, creates wild dreams, effective as a placebo.

5-HTP - Helpful for stress relief, but not for sleep. Can have interactions with medications.

ORDER IMPOSSIBLE SLEEP™

You sleep every day. For the best sleep of your life - 1 every night before bedtime. Because we use all natural ingredients, you have to worry about building a dependency other than sleep. We guarantee that you'll notice a difference every day. We guarantee that you'll notice a difference every day. We guarantee that you'll notice a difference every day.

Work hard. Sleep Harder.

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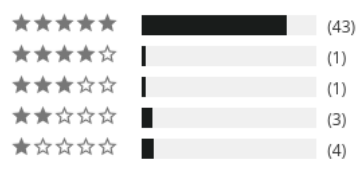
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WN William N. Verified Buyer
United States

★★★★★ **Sleep Consistently Works!!**

I added this to my nighttime routine about a year ago and have seen great results. Sleep does what it claims by helping me wind down to fall asleep every night. It's also great to wake up in the morning and not feel so groggy unlike other sleep aids out there. I love that it has simple ingredients baked into the drink.

Impossible Sleep™ - Apple Cinnamon

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VH Valery H. Verified Buyer
Canada

★★★★★ **Great stuff**

I have tried several magnesium supplements and this one is by far the best. The taste is great and my sleeps have become very restful and deep.

Impossible Sleep™ - Strawberry

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Denise

United States

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flavor has a nice aroma and gives you that cozy loved all-over feeling.

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★★★★★

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sleep aids.

Impossible Sleep™ - Apple Cinnamon

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Impossible Sleep™ - Apple Cinnamon



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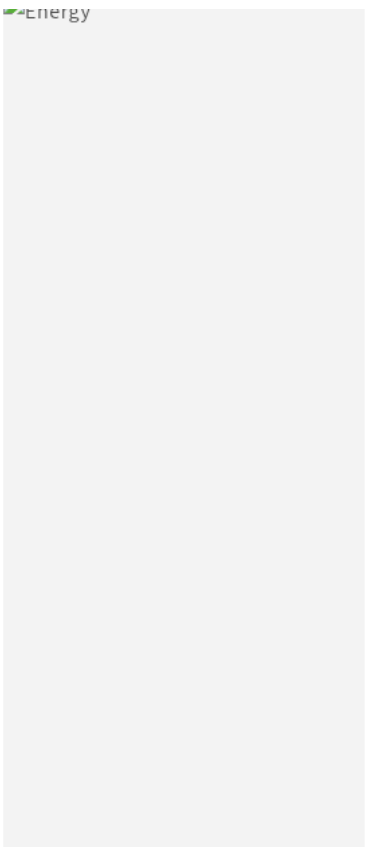
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We create content to inspire people to push their limits and products to help people do the impossible.

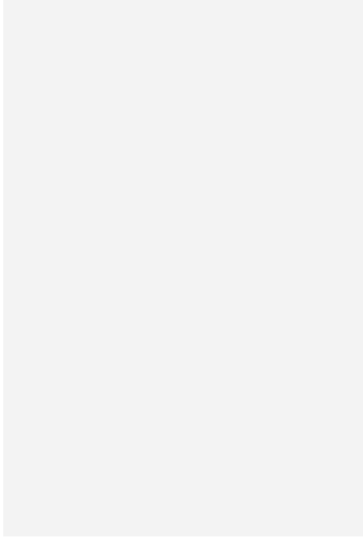
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\$ 49.00 USD



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Primary Research

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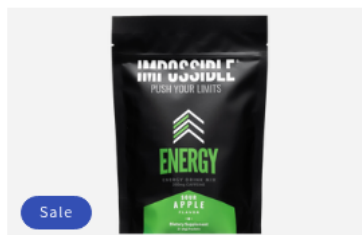
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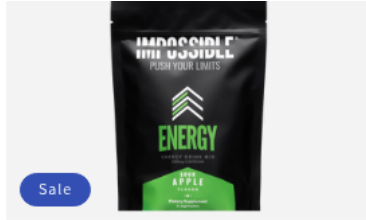


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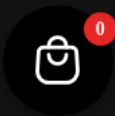
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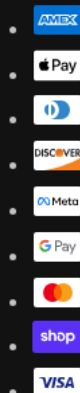
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